



TO: Members of the Parks and Recreation Board

CC: Henry Hill, Deputy City Manager
Rick Wieland, Parks and Recreation Director
Marcy Jones, Recreation Services Manager

FROM: Cara Harting, Special Events Supervisor

DATE: November 5, 2009

SUBJECT: Monthly Report on the Registration, Participation and Revenue for Special Events

The purpose of this memo is to provide an update on the Special Events within the Parks & Recreation Department.

Breakfast with Santa

This year's event will be held Saturday, December 5, from 8:30 a.m. – 10:00 a.m. and 10:30 a.m. – 12:00 p.m. at the Senior Center at Frisco Square. The ages are kids under 12 and kids 2 and under are free. Sonny Bryan's will be catering the event. In addition to Santa, Rudolph and Frosty will be making appearances.

Merry Main Street

Planning is well underway for our 19th Annual Merry Main Street. This year's event will be held on Saturday, December 5 from 5:00 p.m. to 9:00 p.m. More than 46 vendors have been selected to participate in this year's event which includes food vendors, non-profit organizations, artists, and sponsors. The performance schedule is complete and in addition to the 28 elementary schools, this year there will also be the addition of middle school and high school participation as well as an All-District-Choir teacher performance. Also, we have strolling and corner entertainment which we believe will enhance the overall ambiance of the event. Carriage Rides will route through the Heritage Park district.

Frosty 5K and Merry Mile

This year's Frosty 5K and Merry Mile is going to be a stellar event with new partnerships and greater promotion than ever before. Our goal is to increase participation by at least 50 % through partnering with local running clubs, retail stores, and businesses and trainers to create teams. On-line and in person registration has opened. The event will be held Saturday, December 12th beginning at 8:00 a.m. at Simpson Plaza at City Hall. Advance price for runners is \$20.00 and day of registration is \$30.00. Teams of five or more and families may each run for a price of \$16.00. There will be team awards for "Most Spirited Team," Most Creative Team," and "Largest Team." We are at 50 runners at this time and at this time last year, registration had not opened.

Santa Skate

Staff is excited about working closely with the team at Dr Pepper StarCenter for more interactive activities for this year's Santa Skate to be held Saturday, December 12 from 3:00 p.m. – 6:00 p.m. Additional activities will include face painting, a toy drive, and photos with Santa. In addition to increased activities for our skaters, the Frisco Tornado's will be offering discounted tickets to participants for that evening's game. Ticket price for Santa Skate is \$10.00 per person.

Daddy Daughter Dance

This year's most popular event will be held on Saturday, February 6, 2010 at the Frisco Conference Center. The theme is Alice in Wonderland and tickets go on sale January 9th, 2010. There will be four dances beginning at 2:00 p.m. and running every ninety minutes until 9:30 p.m.